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For the record/

By Jerry Walker Jr.

New Yorkers who have missed the *Herald Tribune*, *Journal-American* and *World Telegram* saw the birth of another newspaper last week. This one, a tabloid weekly called *Carousel*, was advertised as "the first newspaper for New York women." Fred Ames is publisher. He is a former publisher of a neighborhood weekly in upper Manhattan. An initial trial run of 5,000 copies of *Carousel* was sent to advertisers. *Carousel* will appear once a week until January 1, and after that, twice a week, Ames said. "We are offering something nobody has yet tried—a woman's newspaper," he said. The trial issue of 12-pages, featured fashions, a society column by Pat Cappella, a dancer turned journalist, and news about balls, parties, the comings and goings of the city's jet set, and home services ranging from food to chair mending. Ames is aided by his wife, Lucy. He said he expected to have a news staff of about 20 by the end of the year. His biggest triumph thus far, he said, had been an agreement with a distributing union "which will let us deliver the paper direct to news stands without having to go through wholesalers. We can save money that way and assure ourselves of better circulation."